

**CITY OF MURFREESBORO
PROGRAMMING POLICY AND PROCEDURES
FOR CABLE CHANNEL 3
*Revised December 2003***

The municipal access channel shall operate on Comcast Cable Channel 3 and shall use the designation City Channel 3, City of Murfreesboro. It shall be the goal of the municipal access channel to provide governmental programming to the citizens of Murfreesboro, Tennessee. Live and recorded programming will be utilized when available. Network programming or an Alpha-Numeric Information Service will run during all other hours.

PURPOSE

The fundamental purposes of the municipal access channel are as follows:

1. To promote the education of the City's citizens concerning government by cablecasting meetings of the City of Murfreesboro and Rutherford County, and their sub-committees, commissions and boards as the Cable Television Commission deems appropriate and beneficial to the City's citizens.
2. To inform the citizenry at large about programs and public services provided by City departments and City-sponsored agencies.
3. To promote the education of citizens by presenting educational and cultural programs beneficial to the City's citizens.
4. To provide a forum for discussion of issues that bear upon the Murfreesboro community.
5. To explain the opportunities for citizen participation in programs and services.
6. To provide information on public health, safety and welfare issues.

POLICIES AND RESPONSIBILITIES

1. The municipal access channel, facilities and programming operate under the jurisdiction of the City Council. Responsibility for programming lies with the Murfreesboro Cable Television Commission under the advisement of the City Manager. Day to day operation of the channel is under the direction of the City Cable Television Coordinator.

2. The Murfreesboro Cable Television Commission shall periodically review the programming, policies and operations of the municipal access channel and make recommendations to the City Manager and/or City Council.
3. The Murfreesboro Cable Television Commission will be available on request of the City Manager or City Council to help resolve conflicts involving the municipal access channel policies or operations.
4. The municipal access channel and its facilities are for the use of the City departments of the City of Murfreesboro.
5. The use of the municipal access channel and its facilities shall be reserved solely for informational and educational programming created by municipal departments or agencies of the City of Murfreesboro or provided by another municipality or government agency.
6. Entities other than City departments of the City of Murfreesboro may participate in programming only at the invitation of the City Manager and/or through the sponsorship of a unit of a City department by the department head and approved by the Murfreesboro Cable Television Commission.
7. Selection and scheduling of videotapes and live events shall be the responsibility of the City cable staff.
8. When material is determined to be unsuitable for use on the channel, the submitting agency may be notified as such.
9. The department producer or source of programming over the municipal access channel shall be identified following its presentation.
10. Use of the municipal access channel equipment shall be restricted to its activities, by City employees and/or interns under the supervision of City employees. Loaning or rental of said equipment for personal or outside agency use is strictly prohibited.
11. The City shall be held harmless from any and all claims and demands, which arise as a result of programming submitted by outside sources.
12. The views and opinions expressed on the municipal access channel may not necessarily reflect those of the City.

13. All municipal access channel productions (i.e., public meeting coverage and municipal produced programs) produced by the municipal access channel will be under the copyright control of the City of Murfreesboro unless one or more of the following apply:
- a. Pre-existing copyright work within a production (i.e., school musical performance) pre-exists the production of the work, establishes a different, related entity as the copyright holder.
 - b. An agreement is signed, prior to production of the work, granting ownership of copyright to a different, related entity, such as the content creator or the host or the moderator of the program.

Nothing in the above paragraph as regards to public meetings is intended to excuse the City of Murfreesboro from the requirements of the State of Tennessee's Open Records Act.

For productions copyrighted by the City of Murfreesboro, at the end of the program, staff producers must use the Character Generator to type in either the copyright symbol or the word "Copyright", followed by the year and "City of Murfreesboro, TN" for example:

Copyright 2003 City of Murfreesboro, TN. All rights reserved.

14. Duplicate tapes of city public meetings and municipal produced programs may be requested by completing a Tape Copy Request Form and paying the required fee. Tapes shall not be considered an official public record and there shall be no liability incurred for inadvertent erasure or omissions. A label must be affixed to the tapes with a warning as follows:

WARNING: All video and audio contained on this tape are protected by United States copyright law and may not be reproduced, distributed, transmitted, displayed, edited or broadcast without the prior written permission of the City of Murfreesboro, TN. For more information about this program contact the City of Murfreesboro, Cable Television Coordinator at (615) 848-3245 or email city3@ci.murfreesboro.tn.us.

PROHIBITIONS

The following is a list of content not allowed on the municipal access channel:

1. Any advertising messages on behalf of a political candidate or measure on a ballot. EXCEPT THAT: This shall not preclude the presentation of official materials or programming produced by the municipal access channel which includes the opportunity for all candidates for a particular elective position or proponents of all sides of any issue to appear in an equitable manner.
2. Any advertising message on behalf of or opposing any measure proposed by a City agency or department or under consideration by the Murfreesboro City Council. EXCEPT THAT: This shall not preclude the presentation of information derived from the Murfreesboro City Council Agenda, meeting notes or programming produced by the municipal access channel which provides background information on any measure under consideration if the various sides of the issue are presented.
3. Programming policy shall be to provide direct non-editorial information to the citizens of Murfreesboro concerning the operations and deliberations of their city government. The municipal access channel is not intended as a political forum, nor as a mechanism for building support for a particular policy, program, issue, party or individual.
4. Any promotional material concerning products or services presented for the purpose of any solicitation of funds or other things of value. EXCEPT THAT: This does not prevent the municipal access channel from seeking sponsors to offset the production costs associated with its programming. Such sponsorship shall be acknowledged on the program. Additionally, this does not prevent the municipal access channel from acknowledging sponsorship or grants supporting a program or event provided by a municipal department or entity.
5. Any information concerning an illegal lottery.
6. Any material which constitutes libel, slander, invasion of privacy, violation of trademark, or copyright, or which might violate any local, state or federal law, including FCC regulations.
7. Programming not produced by the municipal access channel without prior approval of the Murfreesboro Cable Television Commission.

EDITING POLICY

1. Public Meetings - Any public meeting cablecast shall not be edited as to content or subjected to editorial comment. Meeting coverage shall be from gavel to gavel. Insertion of character generator, computer graphic information, and visual aids pertaining directly to Council or other meeting agenda is allowed.
2. Departmental Programs - Any programming prepared by or provided by an individual city department may be modified or edited as appropriate to the policies governing channel use, or as dictated by scheduling and manpower requirements.
3. Video Bulletin Board - Informational messages programmed for use on the character generated bulletin board shall be edited for clarity and to maximize the capacity of the system.

PROGRAM SOURCES

Municipal access channel programming will come from the following sources:

1. Live Coverage - Live coverage of public meetings will be provided. This will consist of cablecasts of City Council meetings and other public meetings and events of community interest.
2. Tape Delay Cablecasting - Some public meetings, city functions, and special events will be taped for cablecasting later. Repeat presentations at times more convenient to the public will be given for City Council and other public meetings and events.
3. Character Generated Programming - Municipal information, messages and press releases for inclusion on the Municipal Video Bulletin Board will be edited to conform to the space and technical limitations of the character generated system.
4. City Produced Programming - Programs will be produced by the municipal access channel staff, illustrating the functions or operations of some unit of City government. Any City department may submit requests for programming development. Such programming must be consistent with the intent of this policy statement and will be integrated into the overall public information purposes of the municipal access channel. Programming of this type is subject to the approval of the Murfreesboro Cable Television Commission.

5. Outside Source Programs - Some municipal access channel programs will come from sources outside the City. Such programming will be integrated into the overall public information purposes of the municipal access channel, and must have prior approval by the Murfreesboro Cable Television Commission and meet the following criteria:
 - a. Appropriate technical standards, as determined by the Cable Television Coordinator.
 - b. Must fit within the objectives of the municipal access channel.
 - c. Is sponsored in writing by the City Manager or a city department head .

PROGRAM PRIORITIES AND SCHEDULING

Scheduling the use of the municipal access channel time shall be the responsibility of the Cable Television Coordinator. A programming schedule/guide of the municipal access channel will be done in advance as practical. The schedule/guide will be publicized in a variety of media. Scheduling shall be performed on an equitable and non-discriminatory basis. Scheduling will be in accordance with channel use priorities (listed below) and the availability of equipment and resources.

1. Emergency Override Notification - To provide citizens with information and procedures in the event of emergency situations (severe weather, civil emergencies, failure of municipal service or systems, hazardous waste et al.).
2. Public Meetings - To help increase and encourage citizen awareness and participation in public policy decision making. City Council meetings and work sessions will be given first priority.
3. Function and Operation of City Services - To illustrate and describe the functions, operations, and services of some unit of City government in order to increase citizen understanding of their government and its services.
4. Topics of Interest to Murfreesboro - To provide an outlet for discussion from a municipal viewpoint of issues that bear upon the Murfreesboro community or upon specific audiences or neighborhoods, including the impact of Rutherford County, regional, state and federal policies on the City and its residents.
5. Programming arranged and received via satellite through an affiliation with network(s) or via video tape determined by the Murfreesboro Cable Television Commission.

VIDEO BULLETIN BOARD

1. To provide calendar or informational messages to citizens about programs and public services offered by City departments.
2. Character generated information and messages in the form of a Video Bulletin Board (VBB) shall be programmed on the municipal access channel at predetermined times and intervals designated by the Cable Television Coordinator.
3. The objective of providing these VBB messages are identical to those stated in the OBJECTIVE section of this policy.
4. Information submitted to the municipal access channel is subject to editing as defined in the EDITING section of this policy.
5. Sources for information or messages displayed on the VBB shall be limited to those generated by:
 - a. Departments or Sections of the City of Murfreesboro government including the City School system.
 - b. Request of Departments or Sections of the Rutherford County government including the County School system.
 - c. Request or publication of the State of Tennessee government.
 - d. Those government agencies in which departments or sections of the City of Murfreesboro are affiliated.
 - e. Promotional information about city functions or city-sponsored special events.
 - f. Request of outside agencies receiving funding from the City.
6. It shall be the general policy of the municipal access channel to exclude all other information on its VBB not described above, except in the following circumstances:
 - a. Emergency notification (severe weather, civil emergencies, failure of local services or systems, hazardous waste, et al.).
 - b. Providing public notification for area educational institutions, employers, child care providers, public events or community activities in the event of severe weather conditions.
 - c. Information not described in this policy as demonstrated by documented inability to secure other public or private print or electronic media. These requests must have prior approval of the Murfreesboro Cable Television Commission